

HEARD SHOE PRICES ARE GOING UP?

And Just in Time for BACK-TO-SCHOOL

PLEASE READ CAREFULLY

We feel that a General "Across-the-Board" Increase in Shoe Prices AT THIS TIME is Premature and that Most Manufacturers Increases Can Be Absorbed BY THE RETAILER!

SO HERE ARE THE FACTS ON PRICES OF OUR BACK-TO-SCHOOL FALL LINES

LITTLE GENTS and MISSES SHOES

SIZES 8½ TO 3

ONLY 40 OF OUR 46 STYLES HAVE BEEN INCREASED IN PRICE—AND THOSE BUT 50c PER PAIR



STILL \$2.98 TO \$5.98 BUDGET BEST GRADE

High School GIRLS FLATS & SADDLES

OF 90 STYLES CARRIED IN OUR STOCK, WE HAVE ADVANCED ONLY 4 BY \$1 PER PAIR



BUT WE HAVE REDUCED PRICES ON OTHERS 50c TO \$1.00 TO OFFSET THIS

STILL \$2.98 TO \$4.98 BUDGET BEST GRADE

BIG BOYS' SCHOOL SHOES

SIZES 3½ TO 6

NOT ONE SINGLE ADVANCE



STILL \$4.49 TO \$7.98 BUDGET BEST GRADE

YOUNG MEN'S SHOES

SIZES 6 TO 13

OF ABOUT 33 YOUNG MEN'S STYLES WE HAVE ADVANCED ONE BY 50c AND ONE OTHER BY ONLY \$1.00



STILL \$5.98 TO \$8.98 BUDGET BEST GRADE

FREE

BACK-TO-SCHOOL BONUS

YOUR CHOICE OF 1 BOTTLE OR CAN OF FINE POLISH OR DRESSING, OR A 39c PAIR OF PEDS WITH EACH \$3.98 OR MORE SHOE PURCHASE (Good Till Sept. 13)

GYM FOOTWEAR

Nearly all of our stock is made by makers of KEDS.

GIRLS FROM \$1.98 to MEN'S AND BOYS' \$3.98

Better Shoes at Chain Store Prices - Million Dollar Fitting Service

WESTERN SHOE MART

SERVING SOUTHERN CALIFORNIA COMMUNITIES MORE THAN 50 YEARS

BUSINESS HOURS: 9:30 TO 8:00 DAILY

Also Open Sunday, Sept. 6; Labor Day, Sept. 7, and Sunday, Sept. 13, 11 A.M. to 5 P.M.

24811 WESTERN AVE.

(NEAR LOMITA BLVD.)

LOMITA

ACRES OF FREE PARKING IN THE LUCKY MARKET SHOPPING CENTER

It's The J & S Clothing Mart For

BIG BUYS



SPECIAL PURCHASE



SELECT SEVERAL ON OUR LAY-AWAY PLAN

GIRLS'

DRESSES

We have purchased hundreds of pretty "back-to-school" dresses in a special purchase that makes it possible for us to pass on attractive savings to you... So scoop 'em up for Fall and school.

Toddlers' Sizes 1-2-3
Girls' Sizes 3-14

1.99
and Up



take your choice!

the skirts you want are here

100% WOOL
Beautiful bouffants... graceful flares... slim lines... slender, pretty-in-motion pleats... You'll find them all in our new collection of fall skirts...

and at unbeatable LOW PRICES!

full pleated flared slim

Sizes 6-18

Large Assortment in "Darlene" Colors



\$5.99 and Up

See Our MATCHING SWEATERS \$5.99 AND UP

Gold Nugget

WESTERN JEANS

Boys can't wear them out—they're made for the toughest wear with

25% NYLON All Sizes

Regular \$2.98 Value **2** Pairs for \$5.00

Ve also carry Billy the Kid and Genuino Levis



ONE GROUP GIRLS' T-SHIRTS

Regular Price \$1.99

Assorted Sizes and Colors WHILE THEY LAST!

99c

WOMEN'S "FAMOUS MAKE" BRASSIERES

Sizes 32-A to 38-C While They Last!

99c

SPECIAL PURCHASE LADIES' BRIEFS

Sizes Small, Medium, Large

3 For 99c

BOYS' LONG SLEEVE

SHIRTS \$1.39

Sizes 6-16 In All Assorted Colors

to \$1.99

BUSTER BROWN BOYS' T-SHIRTS

Short and Long Sleeve

SHIRTS FOR BACK-TO-SCHOOL

Polished Cotton

BOYS' SLACKS

Rayon and Orlon

WASH 'N' WEAR SLACKS

USE OUR LAY-AWAY PLAN

J&S CLOTHING MART

24813 WESTERN AVE. NEAR LOMITA BLVD.

LOMITA

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